

Chemist & Druggist

Benn »»

APRIL 24 1976 THE NEWSWEEKLY FOR PHARMACY



Vichy sales are on the up and up and up and up and up....

Figures show that in the last six months of 1975
consumer off-take rose by a meteoric 64%. Are you stocking Vichy?

Call Alan Rundle on 01-492-0265 (1-11 Hay Hill, London, W.1.)

**Tetbury
dispensing
agreement**

**JBPA's new
relationship
with Boots**

**Irish Union's
new president**

**Management
in retail
pharmacy**

Winter sales were fantastic, can you imagine how they'll be in summer?

Sales of Odor-Eaters last winter were in excess of our wildest dreams, in fact we're already jostling for brand leadership.

People discovered that Odor-Eaters are the only really effective answer to the problems of foot odour and perspiration. Effective because Odor-Eaters are the only product in this field using miracle-activated charcoal to give relief for up to 3 months. What's more we guarantee it!

Now that summer is nearly here the demand for Odor-Eaters is going to be even greater. The hot weather increases the problems of perspiration and foot odour, and people will be coming in literally hotfoot for a solution.

Of course, we shall be continuing the massive Television support throughout the summer months so you can imagine what the sales for Odor-Eaters are going to be...have you got enough?

Active feet need

NEW!

COMBE

Odor-Eaters

ODOUR-DESTROYING CUSHION INSOLES

PATENT PENDING



**Miracle activated charcoal
removes odour from
feet, socks, shoes**

SOFT, COMFORTABLE, COOLING
LONG LASTING, WASHABLE
ABSORBS PERSPIRATION

3-month relief guaranteed

ONE PAIR FOR ALL SHOE SIZES, MEN'S OR WOMEN'S



Chemist & Druggist

The newsweekly for pharmacy

24 April 1976 Vol. 205 No. 5012

117th year of publication

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Comment

Right to be heard

Candidates in the Pharmaceutical Society's Council election are now officially "silenced" until May 21, by which time the voting process will be over. No canvassing—and no letters to the pharmaceutical Press—are permitted.

Over the years, C&D has campaigned strongly against this "gag" in the belief that the time the voter needs to look closely at the candidates is once they have declared themselves. In addition, there are always candidates whose work or office puts them "in the news" when they speak about current affairs. And affairs in the world of pharmacy do not stand still to await the outcome of Council elections!

Some candidates have become adept at beating the "deadline" with published letters or articles; others make full use of their expertise to gain publicity through news coverage in the "closed" season. Members of Council up for re-election are particularly privileged.

We have no reason to believe that any electoral motive can be attached to Mr C. C. Stevens' series of lectures to the British Distributors of Animal Medicines Association Ltd (p585), but the fact remains that he is presented with a special opportunity. We approve of the Association's attempt to publicise the lectures, and would defend not only Mr Stevens' right to give them but almost his duty as an acknowledged expert in the field of pharmaceutical legislation with special interest in animal medicines distribution. The timing is, after all, not of his choosing—the Government has fixed its own date for representations on pharmaceutical proposals, a date which takes no cognisance of the election!

But how does an address by a candidate on his specialist subject differ in principle from a letter from him on the same subject in the professional Press? Surely those who cannot attend the meetings have a right to know what is said—and electors, perhaps, a right to discover whether other Council candidates hold alternative opinions.

During the next few weeks, before the election closes, we might expect reports or correspondence to emerge from ASTMS or other sources which might affect the chances of certain candidates. Whether this is canvassing as judged by the definition is presumably determined according to the conscience of the candidate. But if it represents either news or views, C&D's columns will remain open, as always, in the interests of an informed electorate.

Who? Which? Where? What?

Which tablet bears an imprint of a sailing boat?
Who can supply menthol cones?
Which is the nearest Poisons Information Centre?
What is the parent company of Fontarel Ltd?
What is the procedure for dispensing for addicts?
The answers to these and thousands of similar questions which arise every day in pharmacy practice—retail, wholesale, hospital, industry—are to be found in the 1976 Chemist & Druggist Directory and Tablet & Capsule Identification Guide, available from Benn Brothers Ltd, 25 New Street Square, London EC4A 3JA, price £8 to C&D subscribers, £12 to non-subscribers, post free.

Tetbury dispute: the doctors withdraw

Doctors at Tetbury, Glos, have withdrawn an application to start dispensing for their patients—in spite of being told by the Clothier Committee that they could go ahead. However, the withdrawal is believed to have been caused by the action of pharmacists locally.

The plans of the three doctors, who together run the only practice in the town, to start dispensing for the rural patients first came to light last September (*C&D*, September 27, 1975, p413); the two local pharmacists, Mr N. Bell and Mr M. Bran, hoped that the rural dispensing standstill would prevent the plans. However, when the dispute came before the Clothier Committee earlier this year, it was decided that it did not come within the provisions of the standstill agreement as the doctors had entered into a "considerable financial commitment" in respect of a dispensary before October 11, 1975—the date when the standstill became operative. Thus the Committee could not act.

ACCC 'disgust'

The Gloucestershire Chemist Contractors Committee later met with Mr Bell and Mr Bran, and decided to reject the Clothier Committee's findings. The Committee's secretary, Mr J. H. Elliot, then wrote to both the Pharmaceutical Services Negotiating Committee and the doctors, contending that the doctors had not entered into "considerable financial commitment", and even if that were so, then the capital involved was being repaid by a favourable yearly interest payment against the capital outlay by the health authority. It was also pointed out that the doctors, whilst planning their new premises, had not received authority from the FPC for dispensing and it should therefore be treated as "speculative."

Mr Elliot's letter to the doctors conveyed the ACCC's feeling of disgust at their action which, he stressed, was contrary to the philosophy of mutual trust implied in the "gentlemen's agreement" contained in the standstill order. It also gave warning that the pharmacists would engage in an extensive publicity campaign, to try to get public opinion to dissuade the doctors from their plans; the two local pharmacists were prepared to have an open meeting with Tetbury citizens and the doctors. Mr Elliot met the doctors last week and was told of their decision to withdraw the application.

Mr Bell told *C&D* on Tuesday that it may well have been the ACCC's letter—with the threat of the publicity campaign—which had had an effect on the doctors. The case had shown that where the local pharmacists were prepared to fight all the way, something could be achieved. Both he and Mr Bran had been annoyed that the Clothier Committee had

sent a representative to visit the doctors to discover the facts—but that representative had not visited the local pharmacists.

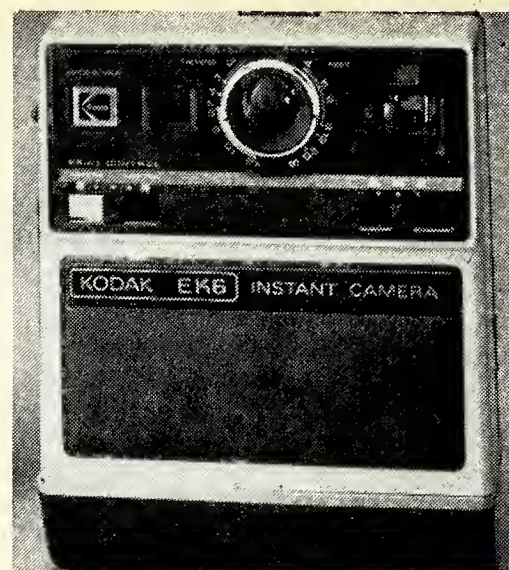
Drug admixture 'a task for pharmacists only'

A recent Department of Health circular on addition of drugs to intravenous fluids has been criticised by hospital pharmacists in *The Lancet* last week.

Mr E. R. Tallett and Mr N. Gee, Burnley General Hospital, question the statement that admixtures often have to be made on the wards immediately before administration to the patient: "In our experience of three years, during which we have been running a 24 hour service and have made over 10,000 intravenous additions, we can recall only a handful of urgent clinical situations where immediate preparation . . . was unavoidable." The report should have made it quite clear that admixture of drugs was a pharmaceutical task and pharmacists must accept it as one of their responsibilities, with the ultimate goal being a 24 hour service.

The authors add that one of the main obstacles to progress in this field was the low priority given to providing suitable accommodation and difficulty in securing on-call payment for the pharmacists involved. "Money would be better spent there than in training doctors and nurses to carry out a pharmaceutical operation."

A hamper of Swiss luxury goods—the prize for guessing the height of the Matterhorn—was awarded to Merseyside pharmacist Mr Eric Silverberg (pictured with his sales assistants, Marjorie Minshull, left, and Carol Carter), by the Swiss-based company, Pharmaton at a recent Vestric trade show



Kodak enter instant picture market

Eastman Kodak announced in New York on Tuesday its plans to enter the instant picture photographic market, with two new cameras and a new film.

The cameras are said to produce litter-free, rectangular colour prints, image size $2\frac{1}{2} \times 3\frac{5}{16}$ in, with development taking place outside the camera in daylight. The picture image begins to appear in about a minute and development is complete in about eight minutes. The surface of the prints have a "satinluxe" finish to protect from smudge and fingerprints. The film, available in 10 picture units, will have a US list price of \$7.45.

Both the EK4 and EK6 cameras are designed and manufactured in the USA, and will have US list prices of \$53.50 and \$69.50. A third camera—the EK8, with a folding design and a coupled rangefinder—is designed and produced by Kodak AG in West Germany and will be introduced at a later date with a US price of \$140.

Kodak's plans are that the first two cameras and film will be marketed in Canada in May, and in the USA in June. The same products are to be marketed in Europe and elsewhere, but not, however, this year; actual dates will depend upon the company's ability to meet demand.

British Standard on pine disinfectants

A British Standard to enable purchasers of "pine" fluids or similar disinfectants to identify fluids of given quality has now been published.

"Aromatic disinfectant fluids", BS 5197, covers light-duty disinfectants containing substituted phenols and pine oil or related terpenes. It does not apply to disinfectants for use in hospitals and other situations where there is a high risk from infectious disease. The fluids are to be designated in four groups according to their antimicrobial value obtained by the Rideal-Walker test. In ascending order of strength the groups are coded PA (Rideal-Walker coefficient 3.5), PB (5.1-7), PC (7.1-10) and PD (above 10). The standard stipulates that no recommended use dilution of the fluid shall exceed one in 20 times the coefficient claimed.

BS 5197 (BSI sales department, 101 Pentonville Road, London N1 £0.75).

Free!
slide viewer
limited offer

Free!
Lyons Maid
coupon
WORTH 7p
OUR PRICE

Agfa Valupak

Free
GREAT SUMMER OFFERS
FROM AGFA

Agfa Valupak
our price
AGFA-GEVAERT

AGFACHROME **SUF**
15,24 Met

FREE TITLE CARD
Use this colourful title card to introduce your holiday movies. If your camera does not have close-up facility, cut out and mount title on to a larger piece of card. Stand the title card in a well lit position, inside or outside, put the camera on a tripod or firm base and shoot. To get the best results, fill the viewfinder with the title and film for 4-6 seconds.




Help You sell more Film - More Easily!

Agfa Valupak OFFER NO 1

FREE SLIDE VIEWER with Agfacolor Valupak Slide Film

A neat slide viewer, free with Valupaks of CT 18 and CT 21. A viewer is returned to customers with processed film. And CT 126! As always, this is returned with a viewer-storage box.

Slide film Valupaks each contain two films.



Agfa Valupak OFFER NO 2

FREE LYONS MAID ICE CREAM coupon with Agfacolor Valupak Print Film

On every Agfacolor CNS Valupak, there's a 7p coupon. Your customer takes it into a Lyons Maid stockist, gets an ice cream or lolly for 7p or receives 7p off a higher-priced Lyons Maid product.

Print film Valupaks contain two films, available in CNS 126, 110 or 35 mm.



Agfa Valupak OFFER NO 3

FREE BEACH BALL with Agfacolor Valupak Cine Film

You get a bouncing beach ball to give away with every Agfachrome Valupak.

Then on the reverse of each sleeve there's a colourful title card your customers can use to add a bit of extra style to their holiday movies.

Each Agfachrome Valupak contains four Super 8 cine films.



Agfa

There's a new Agfa Camera too!

Here comes the Agfa Auto-star, a very inexpensive and simple-to-use camera, specially designed for holiday snapshooters.

Yet another great Agfa product ready to be snapped up by your summer customers.



Attractive Packaging

Agfa Valupaks come dressed in colourful sleeves designed to allow plenty of room for you to feature your own retail price and neatly packed in eye-catching dispenser units to help you wrap up sale after sale.



Dynamic Displays

There's a life-size cut-out of our lovely lass plus masses of other material to splash colour all over your shop, adding even more appeal to your Agfa Valupak offers.

Hard-Hitting Advertising

Uncluttered, fussfree ads aimed straight at your customers - in The Sun, Mirror and Express during the peak selling months - June, July and August! Designed to get the holiday time public stampeding into your shop!

FROM Vestric

JBPA's new relationship with Boots

A process of "joint communication, participation and consultation" has been agreed between the Joint Boots Pharmacists Association and Boots the Chemists.

A statement issued last week by the Association says that at a meeting on April 7, a "procedural agreement" was formulated to provide for regular meetings of JBPA officers and company representatives to discuss any matters of concern to JBPA members.

The statement goes on: "Discussions have taken place since last autumn in which it has been agreed that JBPA is an appropriate body to represent the responsible opinion of a significant number of Boots pharmacists. With the adoption of the joint consultative process, JBPA now has the facility to express an independent opinion to the Boots Company on all occupational and professional matters affecting the members of JBPA. This process is intended to supplement the line management structure to the mutual benefit of the company and the members of JBPA."

"It must be stressed that although JBPA now finds itself the appropriate body to represent the opinions of JBPA members to the Boots Company, JBPA involvement within the Pharmaceutical Society will not diminish and concern for professional matters will remain a priority. Communication to groups of a similar nature having like interest will also remain at the forefront of activity, and to that end, JBPA fully supports the formation of a membership group for general practice employee pharmacists within the Society."

Retail Consortium calls for end to gross margin control

The Retail Consortium is to seek an early meeting with Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection, to give its views on price control when the Price Code expires at the end of July.

At a meeting of the Consortium's council last week, it was decided to press again for abolition of the Code. However, if the Government is able to negotiate an effective pay agreement with the trade unions on the basis put forward by the Chancellor of the Exchequer, the Consortium would be prepared to discuss the continuation of price control, but for no longer a period than that covered by any new wage restraint policy.

If the Code is to remain, it would need to be amended to take account of current conditions and to encourage efficiency and investment, says the Consortium: "In

Members celebrated the 50th anniversary of the Northumberland and Durham Chemists' Golfing Society last month —formed in 1926, the Society has been operating continually since then, with only a break during the war years. Pictured at the celebration dinner held at the Tattersal Suite,

Newcastle Race Course, are (left to right): Mr H. Findlay (secretary), Mr J. Hall (member, Union of Golf Clubs), Mr A. McO. Laws (captain), Mr J. Pargeter (local golf journalist), Mr M. Mathers and Mr P. Hay



order to survive at all in the present market conditions retailers must be released from the limitations of the present gross margin controls. Retailers must be free to charge prices which meet the cost of the increases in wages awarded under the present pay policy and provide for the increased costs of stocks resulting from the alarming recent decline in the exchange value of the £ in addition to the burdens on distribution added by the Budget." The Consortium estimates that the post-Budget 7½p increase on a gallon of diesel fuel will put up distribution costs by nearly 3 per cent.

Search for new aerosol propellants urged

More information is needed on aerosol propellants before any decision is taken on their continued use. Meanwhile, manufacturers are being asked to intensify their search for alternatives to chlorofluorocarbons 11 and 12 and to minimise their leakage from industrial equipment.

A Government report published last week concludes that recent hypotheses on the effects of the propellants are "plausible". It has been suggested that CFC's 11 and 12 catalyse the destruction of the stratospheric ozone layer which protects the earth from excess ultraviolet radiation. Increasing the UV radiation could lead to an increase of sunburn and skin cancer. Limited studies suggested that if the 1973 rate of usage of CFC's 11 and 12 continued, a maximum depletion of 8 per cent in the ozone layer would occur in about 100 years' time, allowing 16 per cent more UV radiation to reach the ground, about the same exposure increase as that incurred in moving from the north to the south of England. Little was known about the effects of UV radiation on human health and it would be some time before any conclusions could be made.

But many aerosol products, such as cosmetics and toiletries, were items of convenience not necessity, the report adds. "There are often non-aerosol alternatives available which may be cheaper." The British Aerosol Manufacturer's Association has welcomed the report "which puts the problem into its proper context."

"Chlorofluorocarbons and their effect on stratospheric ozone." Department of the Environment, pollution paper no 5. (HM Stationery Office, £1).

Negotiating Committee now at Rickmansworth

The Pharmaceutical Services Negotiating Committee is now at its new headquarters: Suite 1, Langwood House, 63 High Street, Rickmansworth, Herts WD3 1BQ, (telephone Rickmansworth 71331-4). Mr J. Charlton, secretary, and Mr M. D. Brining, accountant, are at the new offices and will deal with inquiries relating to NHS remuneration, terms of service, drug testing scheme, NHS Regulations, Local Pharmaceutical/Area Chemist Contractors Committee matters, etc.

The Central Checking Bureau is now at Crown House, 47 Chase Side, London N14 5BP (telephone 01-882 3888-9), where Mr S. R. Axon, assistant secretary to the Committee and superintendent of the Bureau, will deal with checking of prescription pricing and Drug Tariff problems.

Animal medicines meetings

"Grass roots" opinion on the Government proposals on the classification and distribution of veterinary and animal health products is to be ascertained through a series of meetings being arranged by the British Distributors of Animal Medicines Association Ltd. The meetings are in two parts, the first "open", on the role of BDAM, and the second, for members only, on the proposals with an address by Mr C. C. Stevens. Venues are Carlisle (April 26), Edinburgh (April 27), Aberdeen (April 28), Tunbridge Wells (May 17), Huntingdon (May 18), York (May 25), Shrewsbury (May 26) and Taunton (May 27). Application forms from Mr S. Bootland, BDAM chief executive, Alpha House, Beech Lane, Macclesfield, Cheshire SK10 2DY.

Rabies treatment improves

The Office of Health Economics regards the traditional, terrifying image of rabies as no longer appropriate in the Western world. In a booklet, "Rabies" (£0.35), published this week, OHE says that recent advances in vaccine technology and availability of human immune serum mean that almost everyone receiving prompt, up-to-date prophylaxis after exposure will be protected. New vaccines derived from human diploid cell substrates are much less dangerous or painful than old ones.

People

Dr F. Sanger will deliver the Hanbury Memorial lecture on November 3—his subject the chemistry of proteins and nucleic acids. Professor A. Neuburger will be in the chair.

Following the Prime Minister, Mr James Callaghan's new Cabinet appointments, Ministers at the Department of Health are: Secretary of State for Social Services, **Mr David Ennals**; Ministers of State, **Dr David Owen** and **Mr Stanley Orme**; Under-secretary of State for the Disabled, **Mr Alfred Morris**; Under-secretary of State, **Mr Eric Deakins**.

Deaths

Orkney: On April 13, Mr Alexander Orkney, MPS, 61 Milton Crescent, Edinburgh 15. Mr Orkney qualified in 1927.

News in brief

□ During November 1975 chemist contractors in England dispensed some 22,476,353 prescriptions (14,017,012 forms) at a total cost of some £31,149,641—an average of £1.38 a prescription.

□ Reckitt & Colman pharmaceutical division are awarding prize money to the value of £1,000 to the person(s) who provided the most valuable service to medical journalism in 1975.

□ The index of retail prices for all items for March was 150.6 (January, 1974 = 100), representing an increase of 0.5 per cent over the month and of 21.2 per cent during the year.

□ The Specified Sugar Products Regulations 1976 (SI 1976 no 509, HM Stationery Office £0.28), which come into effect on April 27, control the composition and labelling of a number of sugars intended for human consumption. They implement the UK's obligations under the EEC Council Directive No 73/437/EEC.

St Andrews Conference arrangements

The organising committee of the 1976 British Pharmaceutical Conference, St Andrews, September 13-17, have issued the following further information on arrangements.

Air charter flight: The return flight will depart from Edinburgh Airport on Saturday, September 18, at 11.40 am.

Distillery excursions: Young persons under 18 years of age are necessarily excluded from participation in the excursions to Dewars of Perth and to Haigs of Markinch. **Treasurer's telephone number:** the Treasurer, Mr D. J. Dalglish, may be contacted by telephone at Aberfeldy 324 or 605 and not as previously intimated.

Topical reflections

BY XRAYSER

Youth

I never cease to find a great deal of interest in the proceedings of the meetings of the British Pharmaceutical Students' Association, and this year's offering is no exception. There was, of course, no such organisation in my student days, and even if there had been it is extremely doubtful if much diversity of opinion would have been forthcoming. All had started off in the same manner as apprentices or students, and all had something of the same background. All, moreover, had the immediate aim of qualifying at the earliest opportunity and seeking employment in a market which did not necessarily require their services.

Today, with a scientific training of university degree standard and a range of opportunities, it is possible to choose, to a large extent, the field of one's preference. The conference this year was able to call on a number of speakers of considerable experience in Health Service matters, and to question those speakers—a most useful exercise for both parties.

A week or two ago, I referred to the statement of Mr D. Royce, at Nottingham, to the effect that half the present number of pharmacies could cope with the flow of prescriptions on a full-time basis. I wrote at the time it was an argument that cropped up frequently and that with repetition it could have an undesired effect. Now another voice has been added, this time that of Mr L. B. Dunn, chairman, Pharmaceutical General Council (Scotland). He told the conference that, ideally, pharmacies should serve a population of about 10,000 each, so there were too many at the moment.

I have little doubt that both statements are true, but coming from prominent members of the negotiating bodies in England and Scotland it is a little difficult to see how the claim for better terms is furthered. Mr Dunn dealt also with health centres and whether there should be pharmacies there. Mr R. Higson, chief pharmacist, Scottish Home and Health Department, said that there were only three health centres in Scotland providing pharmaceutical services, one run by an area board and two by consortia.

Training

Mr Dunn also referred to the need for adequate training for the pharmacist in general practice and the fact that private pharmacists could not afford to employ graduates while undergoing such training. The same topic had been exercising the Council of the Pharmaceutical Society at its April meeting, at which Mr J. P. Kerr suggested that the Society should write to the Pharmaceutical Services Negotiating Committee pointing out the difficulties that were being experienced in having graduates placed, and suggesting that information which had been collected might help to bring about an early settlement of negotiations with the Department of Health concerning grants to general practice employers. (I was glad to note that Mr Kerr used the expression "general practice". The B.P.S.A. conference referred to "community pharmacists" and "community needs". If we must have yet another description added to the many of recent years, I suggest "community" is not the best one.)

Unacceptable

I note that Dr D. H. Maddock said that, in his experience, some of the students coming forward for pre-registration experience were not acceptable for work in a pharmacy, but your report does not give any detail in regard to what he has found wanting. "Not acceptable" seems to be a very strong condemnation of someone who has spent the requisite time in a university and reached registration standard.



Some people are important enough to deserve the best.

Every mum wants the best for her baby. When she can get the best without paying extra that makes it doubly attractive. A Freflo feeder bottle has all you'd expect and more.

A material called Polycarbonate that's as smooth as glass but so much safer. A rimless neck with no raised edges or indentations to trap germs.

Flexible walls to prevent airlocks. And the whole bottle is boilable, lightweight and virtually unbreakable.

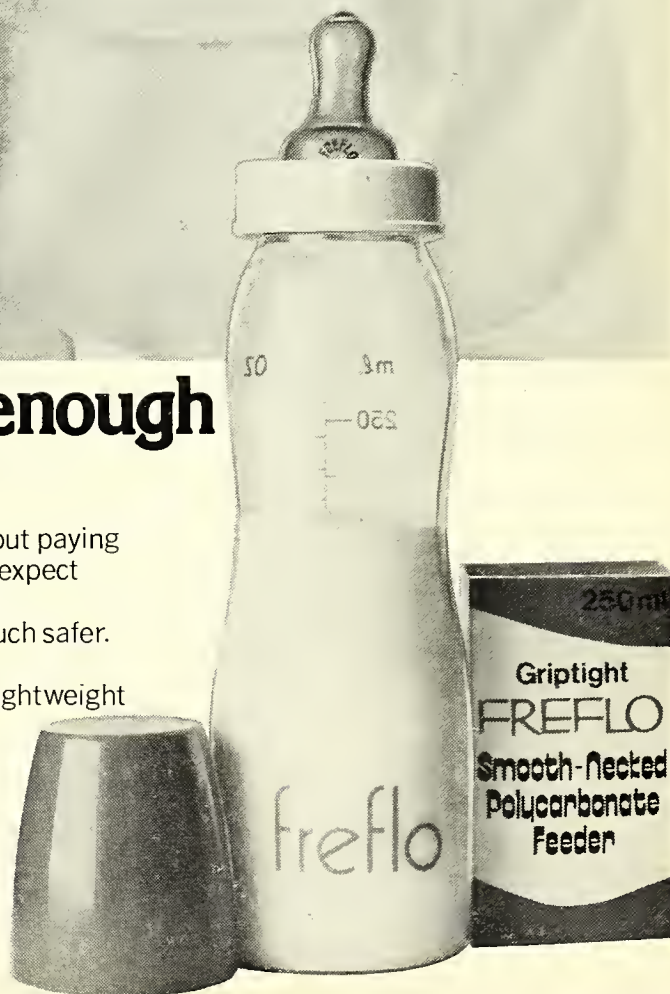
On top of that we're telling nearly 9 million customers about Freflo in a continuous advertising campaign throughout 1976.

It's enough to bring in your customers. Will you have enough to meet the demand.

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WITH YOUR NEW
AROID COLOUR SWINGER.**

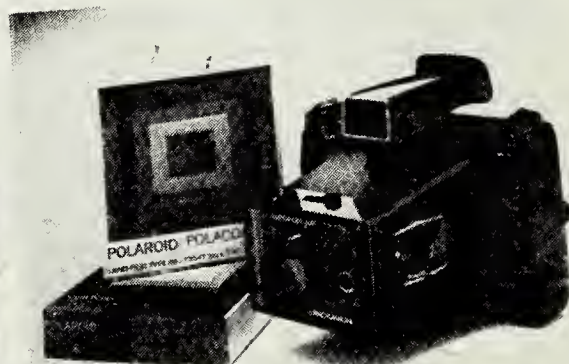
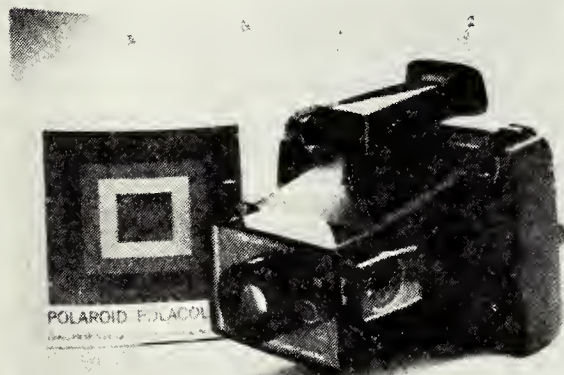
Enjoy the fun and good times of owning a Polaroid instant picture camera by taking advantage of our free film offer.

Our Polaroid Colour Swinger gives you colour pictures in 60 seconds. Buy one now and get yourself a free pack of Polaroid colour film worth £2.39*.

Our Polaroid Colour Swinger gives you colour, and 30 second black and white pictures as well. Buy one and a pack of each film, together worth £3.72* is yours.

Just fill in the coupon below for whichever camera you choose then send it to us along with the registration card you'll find in the camera box and, additionally, the camera model name cut from the side of the same box.

In return, we'll send you the relevant film.



**ONE FREE FILM WORTH
£2.39 WHEN YOU BUY A
COLOUR SWINGER.**

£2.37 COLOUR SWINGER
Tot Polaroid Free Film Offer, P.O. Box 6, Kettering, Netherhants.
Please send me my one pack of Polaroid instant colour film.
I enclose the registration card for my new Colour Swinger and in
camera model name cut from the side of the box my camera came in.

Name _____

Address

**TWO FREE FILMS WORTH
£3.72 WHEN YOU BUY A SUPER
COLOUR SWINGER.**

To: Polaroid Free Film Offer, P.O. Box 6, Kettering, Northants.
Please send me my one pack of Polaroid instant colour film and
one pack of instant black and white film. I enclose the registration
card for my new Super Colour Swinger and the camera model
name cut from the side of the box my camera came in.

Name _____

Address _____

*Suggested retail price
Offer applies to Great Britain and N. Ireland only, limited to one application per purchaser and closes June 30th 1976. Please allow 28 days for delivery.
Polaroid is a registered trademark of Polaroid Corporation, Cambridge, Mass. USA Polaroid (UK) Limited, Ashley Road, St Albans, Herts. Copyright Polaroid Corporation 1976

WE'RE MAKING HEADLINES TO HELP YOU SELL MORE POLAROID COLOUR SWINGERS.

Starting April 29th, customers who buy a Polaroid instant picture camera from our Colour Swinger range can take advantage of our free instant film offer.

The offer is promoted with couponed advertisements in major national newspapers. 16 million coupons in the first week alone.

The promotion couldn't be simpler.

One free Polacolor 2 Type 88 film for every purchase of a Colour Swinger. Two free films (one Type 87, one Type 88) for anyone who buys a Super Colour Swinger. And the promotion lasts a full two months, closing June 30th.

All your customers have to do is send us a coupon from the newspaper advertisement together with their camera registration card and the camera model name cut from the side of the box their camera comes in. We do the rest.

It couldn't be simpler for you, either. We advertise the promotion, we handle the coupons, we provide the film.

All you have to do is make sure you've enough stock. And display the special poster we're sending you.

Then be ready to sell more of the Polaroid Colour Swinger range than ever before.

POLAROID
Instant Picture Cameras.



It's out of the bag!

Everybody's talking
about Avant-garde.

The new name in fashion
accessories.

Bags in jacquard, canvas,
denim and prints.

Toilet Bags. Cosmetic
Bags. Fashion Bags.
Tote Bags. Bags of fun.

Purses, Mirrors, Brushes
and all the bits and bobs
that go inside.

Avant-garde, the profit
builder of 1976 from van
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We can't keep it from
you any longer—it's at
your wholesaler NOW!

avant-garde®

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Walthamstow, E17 6EG. Telephone: 01-531 7221.

Murray & Sons,
Speedwell Close,
Chandlers Ford Ind. Estate,
Eastleigh, Hants.
Tel: 042-15-68444

Greenheys Sundries Ltd.,
Nelson Street,
Widnes, Lancs.
Tel: 051-421 1561

Wains of Tunbridge Wells,
Culverden Square,
Tunbridge Wells, Kent.
Tel: Tunbridge Wells 21666

Thomas Swales Sundries Ltd.,
Galen House,
Gratten Road, Bradford.
Tel: 0274-33121

Wm. Knotts (Ayr) Ltd.,
1 Carrick Road, Ayr,
Scotland.
Tel: 0292-65131

Hugh Reynolds Ltd.,
10 Whitehouse Loan,
Edinburgh, Scotland.
Tel: 031-447 7491

Williamson & Co.
(Cornwall) Ltd.,
1 Higher Fore St.,
Redruth, Cornwall.
Tel: Redruth 5511

Muir of Nottingham Ltd.,
8-10 Easthorpe Street,
Ruddington, Notts.
Tel: 0602-211406

Western Trading Ltd.,
32A Allensbank Crescent,
Cardiff, Glamorgan.
Tel: Cardiff 26872

Trade News

Kodak dealer competition

Kodak Ltd, Station Road, Hemel Hempstead, Herts, are organising what they describe as "probably the most important promotion that Kodak has ever undertaken."

The promotion, running through May and June, takes the form of a four-week window display competition, with photo dealers recording sales of Kodak cameras throughout the two months. In order to give both large and small retailers the opportunity to win a prize, there will be two classes of entry: class 1 for dealers who show 10 or more cameras in their window display, and class 2 for those who display three to nine cameras. Point of display material is available, and prizes are to include foreign holidays in Mombasa, Tenerife, Kitzbuhel, Austria, and weekends in Paris, Amsterdam and London.

□ Kodak are offering residual stock of discontinued lines at special prices in a "spring sale" to dealers. Special order forms, showing basic price, sale price and minimum order quantities, are available from Kodak's Consumer Markets Administration Department, at Station Road, Hemel Hempstead.

Two creams from Lederle

Two topical preparations have been added to the range from Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants—Aureomycin cream 3 per cent (30g tube, £0.73 trade) and Aureocort cream (15g tube, £1.39).

Prizes for ASP promotion

Chemists have a chance to win one of three £200 holiday vouchers for two, by featuring Autobond's anti-smoking mouth-rinse, ASP. Competitors must send a photograph of an original display to Empress Marketing Ltd, 26 Rochester Place, Camden Road, London NW1, and display material, including posters and show-cards is available from Empress and from Devocare Ltd, 99 Robin Hood Lane, Hall Green, Birmingham.

Two campaigns for Scholl sandals

Two advertising campaigns, each designed to reach a different market segment, will promote Scholl sandals this summer. The main campaign, with a budget of £142,000, is aimed at women over 20; a second campaign, worth £15,000, is designed to appeal to the teenage market.

The first, using the headline "Shoes off Scholls on", shows women wearing Scholl sandals in various situations, ranging from an office to a beach scene. Using whole and double-pages in full-colour, the campaign runs from April to August in mass-circulation magazines including

Woman, Woman's Own, Reader's Digest and Family Circle.

The teenage campaign from May to July promotes Scholl's new range of denim sandals. The headline is "New sandals that won't let your old jeans down" and the media include *Jackie, Love Affair* and *Mirabelle*. Supporting point-of-sale material is available from Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.

[We understand there has been some delay in deliveries of the new sandals to pharmacies. Scholl (UK) Ltd say a 'flu epidemic in the Austrian factory delayed production but stocks should be delivered within two weeks—Editor].

Hedex television advertising

Sterling Health Products, Surbiton, Surrey, are running national television advertising for Hedex tablets until May 11. Aimed at the target audience of housewives, the campaign will cost about £60,000.

Natural Wonder shades

Crease-proof eyeshadows, pebble blue, peppermint and plummy (£0.65) and Super Shiny lipsticks, mandarin, cocoa cola and pisces pink (£0.60) are new shades in the Natural Wonder range from Revlon International Corporation, 86 Brook Street, London W1.

Lucozade on television

Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex, are backing Lucozade with an expenditure of £600,000 in a national television campaign this year. The campaign features adult and child convalescence, maternity and general use, in about 900 spots.

Fabergé support Olympic fund

Buyers of an "Olympic trio"—Brut lotion or spray with 100g talc and 100g deodorant, set in a "winners' rostrum"—will be backing the British Olympic Association. From May, for a limited period, the promotion pack, in which talc is free, will be offered in four sizes: lotion trio (45cc, £2.95), spray lotion trio (35g, £2.95), Brut split trio (97cc, £3.95), spray trio (85g, £3.95).

Stockists will be asked to return a plastic "medal" from each "rostrum" to Fabergé Inc, Ridgeway, Iver, Bucks. Depending on the pack size, these represent £0.05 or £0.10 donations to the fund, and "Brut backs Britain" certificates will be awarded to all stockists taking part.

Germaine Monteil promotions

For May a handbag-size Bakir spray concentrée is being packed in a drawstring pouch (£1.95), and for June products (valued about £7.55, price £4.95) are being presented in a "rose-strewn" bag—rose tonic, rose skin cream, rose nacre lipstick and muted rose nail color 1—by Germaine Monteil (UK) Ltd, 33 Old Bond Street, London W1X 4PH.

Hair stylers advertised

"Remington stylers give you back your other hand" is the theme of television advertising for the Lady Remington Vogue set, running in London, Midlands and Lancashire regions, until mid-May. Full-page advertisements on this theme, but in-



A turquoise plastic tray holding six tubes (22g, £0.29) and three aerosol sprays (90g, £0.69) of K2r stain remover is being offered by Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26. Shrink-wrapped refill packs of one dozen tubes or six aerosols are also available

cluding the hair brushing set and new look styler with separate advertisements for the 850 super dryer styler will be appearing in *TV Times* for April and May and *Vogue, Cosmopolitan, Over 21, She, 19, Honey* and *Look Now* for May and June. Sperry Remington Consumer Products, Apex House, 7 High Street, Malden Road, Surrey, say a second concentration of full-pages will be appearing in the same magazines from September to Christmas.

Jeyes hand-towel offer

With three cut-out pack centres from Babysoft toilet tissue, consumers are being offered Zorbit hand-towels valued at £1.45 in blue, yellow and pink (36in x 18in), for £0.99, by Jeyes UK Ltd, Brunel Way, Thetford, Norfolk.

Nestle hair products in magazines

Fassett & Johnson Ltd, Dawson Road, Bletchley, Milton Keynes, MK1 1JT, will be advertising Nestle hair products in womens' magazines in the second half of this year. Nestle Lite will feature in colour in eight magazines, *Streaks 'n Tips* in three.

Limmits advertised

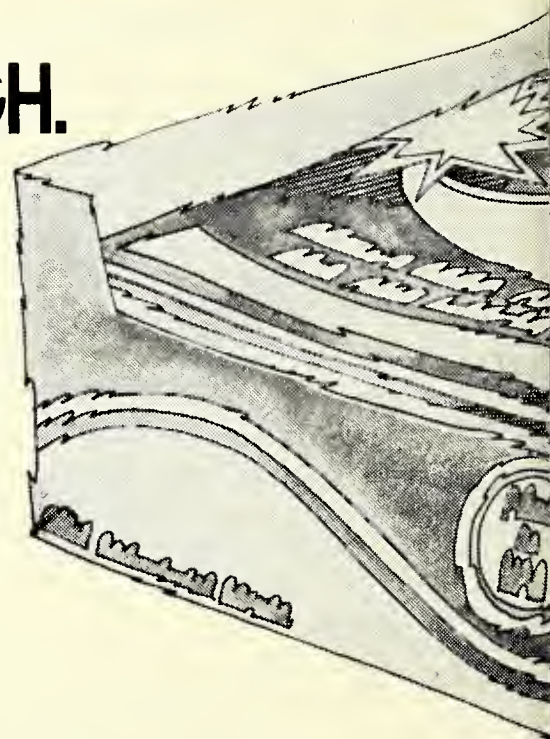
Until the end of June Limmits will be advertised by colour and mono double pages in *True Romance, True Story, Jackie, 19, Fabulous 208, Look Now, True Magazine, Loving, Over 21, Honey*, and *Cosmopolitan*.

Taking the theme "Limmits work for slimmers like you", Unicliffe Ltd, Unimart House, Stonar, Sandwich, Kent, aim at 16-24-year-old females. Girls who lost weight during consumer tests in 1975 give illustrated testimonials.

INTRODUCING HYGIENE CLOTHS.

MAJOR HYGIENE BREAKTHROUGH.

- * Non-woven fabric impregnated with unique bactericidal germ-killer.
- * Self-sterilising up to 7 days.
- * Other cleaning cloths breed germs.
- * Externa-Germ Hygiene Cloths wipe them out with new STX470.
- * Fully tested for safety by leading research institute.
- * Odour free.
- * No taste transfer to foods.



DISPOSABLE CLEANING CLOTH MARKET.

- * Now worth £18M at R.S.P. and growing fast.
- * Germ killer cloths conspicuous by their absence.
- * Externa-Germ Hygiene Cloths—the world's first self-sterilising cloth.
- * Additional market opportunity.
- * Extra sales and profits.



EXTERMA-GERM



THE WORLD'S FIRST SELF-STERILISING CLOTH.

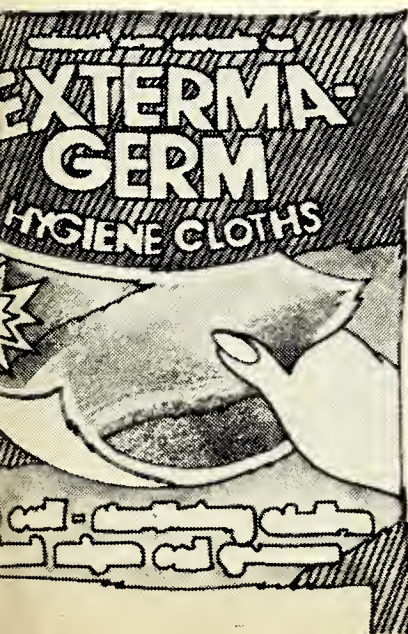
HEAVY ADVERTISING CAMPAIGN.

- * Heavyweight TV campaign.
- * Initially in Southern TV area—other areas to follow fast!
- * £150,000 national equivalent.
- * Commencing spring 1976.
- * 87% of housewives will see commercial.
- * 30–15 second spots over 10 week period.
- * 1,635,000 housewives in the Southern area—12,000,000 impacts.



SELF MERCHANDISING DISPLAY BOX.

- * Self merchandising display box.
- * For high impact display and faster sales.



All enquiries to the sole U.K. retail distributors:
Waissels Limited,
Mark Brown's Wharf,
Potter's Fields, Tooley Street,
London SE1 2LS.
Telephone: 01-407 2308/9. Telex: 885695.
Or from your Unichem Wholesaler.

EXTERMA-GERM PRODUCTS LIMITED

New products

Babycare

Coveralls and bibs

Hellane Manufacturing Ltd, have added coveralls and bibs to their baby pants range, as part of a policy of expansion into other areas of the children's wear market. The new range is made mainly of sewn or welded pvc.

Everydays bibs (£0.45) with a snap-on neck fastening, have been introduced in colours to match Everydays pants. A matching bib and place mat set (£0.89) features gnomes and animals—the bib has a catch pocket and adjustable popper fastening at the neck. The coverall bib (£0.58 and £0.65) is available in both traditional and modern patterns with tie fastenings at the waist and neck and a large catch pocket at the front. The sleeveless coverall smock (£0.65 and £0.77) has a Velcro fastening and is produced in traditional and modern patterns. Both the coverall bib and smock are made in two sizes—up to 2 years and 2-4 years. The play overall, designed for 3-5 year olds, (£0.75) has adjustable popper fastenings at the neck and waist and is made of welded pvc. Each garment is packaged in a clear bag with descriptive header card. The graphic design identifies each product and the Helena "Bunny rabbit" motif links the new products with the baby pants range (Hellane Manufacturing Ltd, 29 Oxford Street, London W1).

Cosmetics and toiletries

Blow-dry setting lotion

Eugene are introducing Naturalness, a blow-dry setting lotion (12cc, £0.13), with a "buy two cases—get one free" offer to the trade on display packs of 12 phials. An advertising campaign for Eugene hair care products in *Woman's Own*, *Woman's Weekly*, *My Weekly*, *True* magazine and *Annabel* is aimed at the 25-45 year age group and concentrates on 10-day set (Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey).

Givenchy for the bath

Parfums Givenchy are introducing six bath products in Givenchy III fragrance: foam bath (4oz, £3.00; 8oz £5.30), soap (toilet size tablet, £1.25; bath size £2.90 and three tablets with travel dish £4.70), body cream (4oz, £4.05; 8oz, £6.45), dusting powder (Perspex drum with large puff £5.50), powder spray aerosol (£3.45), and deodorant spray (£3.25) (Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Walton-on-Thames, Surrey).

Laughter—'a mood perfume'

Yardley are launching a perfume range "to fit the mood of emotions" they believe brighten the lives of women—Laughter. The perfume (10cc, £3.90) is bottled and stopped in heavy glass, Cologne sprays



(1oz, £1.90; 2oz, £3.60) and Cologne concentrate (1oz, £2.47) are in frosted glass aerosols and the complete range, which includes talc (100g, £0.85), is packed in beige and gold.

Laughter fragrance is described as having a fresh green citrus top note that quickly mellows into warm middle and base notes, and "whilst being very long lasting, never changes" (Yardley of London Ltd, 33 Old Bond Street, London W1).

Trade news

Continued from p591

Smaller Ostermilk complete formula

A 200g pack (£0.38) of Ostermilk complete formula is now available from Glaxo-Farley Foods Ltd, Plymouth PL3 5UA. This smaller size has been introduced particularly for trial users and for those mothers who wish to supplement breast feeding with an occasional bottle feed. The new size makes about 10 x 4½oz feeds. A 200g pack (£0.28½) of Farlene replaces the 8oz pack.

Bayer distribution in Ireland

Bayer (Ireland) Ltd, Dun Laoghaire, co Dublin, have now taken over responsibility for Bayer's "ethical" pharmaceutical business in Ireland previously handled by Atlas Wholesale of Dublin. The Irish market will be serviced by Bayer (Ireland) in co-operation with Bayer (UK) Ltd's pharmaceutical division; the company states that in that way the considerable experience gained in the British market will be available to the Irish medical profession.

Hair colour relaunched

Clairel Nice 'n Easy (£0.75) is being relaunched with updated packaging that shows "finished colour results" for shade identification "at a glance". Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB, are offering retailers merchandising material and taking one and half page full-colour advertisements in women's magazines, including *Woman*, *Woman's Own*, *Woman's Realm*, *Cosmopolitan*, *She*, *19* and *Honey*.

Unichem May offers

Unichem's monthly promotion for May 7-27 covers: Batiste creme rinse, dry shampoo aerosol, hairspray, shampoo and sprayset; Bristows hairspray, Cream Silk; Curity Snugglers; Dr White's panty pads; Efferdent; Grecian 2000, Lady Grecian 2000; Harmony hair colourant; Inecto avocado oil conditioner, peachnut conditioner, avocado oil shampoo and peachnut shampoo; Johnson's baby lotion, baby

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All areas

Andrex: All areas

Denclen: M, Lc, Y, NE

Elastoplast: All areas

Externa-germ cloths: So

J-cloths: Ln, So, A

Johnson's baby powder: All areas

Kodak Instamatic cameras: All except E

Radox: All except U, E

Siender: All except E

SR: All except U, E

Sunsilk setting lotion: All except U, E

Sunsilk shampoo: All except U, E

Sure: All except U, E

Three Wishes soap: All except U, E

powder and baby shampoo; Kleenex tissues; Lanacane; Milupa infant foods; Optrex, Optrex small and eye bath, Optone small and large; Palmolive foam bath pine/herb, hairspray and shampoo; Vaseline balanced care shampoo and intensive care lotion. Details from Unichem Ltd, Crown House, Morden, Surrey.

Numark May promotions

Numark promotions for May 3-15 include: Kotex Simplicity and Simplicity Sylphs; liquid Radox; Lucozade; Stowaway fragrance spray; Sure anti-perspirant and anti-perspirant roll-on; Vosene shampoo; and Tender Touch. Optional extras will include Feminax; Lanacane medicated creme and Optrex eye lotion. Details from Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.

Bonus offers

May & Baker Ltd, Dagenham, Essex RM10 7XS. 10 as 9 for minimum 50 packs in outers of 10 on: Anthisan cream 25g, Anthical cream 25g, Avomine 10's, Brolene eye ointment 5g. For limited period through representatives.



We're telling everyone you've got what it takes to give up smoking.

Give up smoking the same way as you started. Gradually.

Remember your first cigarette? Chances are it made you feel sick, your eyes water, and your head hurt. That was the first cigarette, the second one tasted better and soon you probably began to actually enjoy cigarettes—even to need them.

Most people start the smoking habit like this. Gradually. And we know from research that gradually is the best way to give it up.

Suddenly stopping smoking all too often results in unpleasant side effects such as irritability, nervousness and slight weight gain.

The MD4 stop smoking method is designed to remove these side effects, because your body has time to adjust gradually to the controlled reduction of nicotine intake.

The MD4 method is used over a period of eight weeks. During that time you actually continue to smoke normally, only you smoke through a series of condensation filters.

There are four condensation filters in a packet of MD4. Each one should be used for two weeks before moving on to the next.

Before you inhale, the smoke is first diluted with air entering through a small filter vent, which increases in size from the first to the fourth filter. The mixture then passes into the condensation chamber where the vapours circulate in a swirling motion, causing the particles

of tar and nicotine to form into larger droplets until they are deposited in the chamber of the filter.

The first filter reduces the tar and nicotine intake by 30%, the second by 60%, the third by 70% and the fourth and final filter by 90%.

At these four easy stages your body is able to adjust gradually to the reduced intake of tar and nicotine.

This in turn means you should be able to take the fifth and final step with a minimum of will-power, and stop smoking completely.

Of course MD4 is an ideal way to smoke more safely. When cleared regularly condensation filter number four can be used indefinitely to reduce tar and nicotine intake.

But the main objective of MD4 is to help you to give up smoking completely, without side effects. If that is your aim, MD4 could be all the help you need.

MD4 - Stop smoking without undue stress.

Available only through chemist outlets.



Until MD4 all you could recommend was willpower

Smoking is not only a harmful habit, it is also a notoriously difficult one to break.

Even when faced with health problems caused or aggravated by smoking, such as asthma, bronchitis and ischaemic heart disease, patients still find it hard to follow their doctor's advice to stop smoking.

In fact out of those who attempt to give up smoking, more than 70% fail.

They fail because they have become addicted to the nicotine content of cigarettes, and, as with any form of addiction, when the nicotine intake is stopped suddenly they frequently experience unpleasant withdrawal symptoms which in turn force them to return to the original habit for relief.

The fear of these side effects often prevents would-be non-smokers from even attempting to give up. They can't face the thought of what they will have to go through in order to seek the habit.

Now Miles, a leading company in the fields of health care and nutrition have introduced MD4, a new stop smoking method designed by a team of doctors to work gradually over a period of eight weeks.

Gradually is the key word here. Because during the eight week course the body is given time to adjust to the reduced levels of tar, nicotine, and carbon monoxide intake.

With MD4 the patient continues to smoke, through a series of condensation filters. A course of MD4 consists of four filters. Each one should be used for two weeks, before progressing to the next.

Supervision is not required during the course as simple instructions are provided with the filters.

The smoke is first diluted with air entering through a small filter vent

which increases in size from the first to the fourth filter. The mixture then passes into the condensation chamber where the vapours circulate in a swirling motion, causing the particles

of tar and nicotine to form into larger droplets until they are deposited in the chamber of the filter.

The first filter reduces the tar and nicotine intake by 30%, the second by 60%, the third by 70%, and the fourth and final filter by 90%. At the same time carbon monoxide in the inhaled smoke is reduced progressively, to 50% reduction achieved with filter number four.

Then, with a minimum of willpower, the smoker should be able to take the fifth step - stop smoking - without experiencing undue side effects.

Of course MD4 can be extremely helpful to people who need to smoke more safely. When inhaled regularly filter number four can be used indefinitely to reduce the intake of tar, nicotine and carbon monoxide by 90%.

But the main aim of MD4 is to help people to give up smoking completely, without the use of drugs and without undue stress, which is why MD4 will bring new hope to those who suffer because they smoke. MD4 is available now from retail chemists only.

Recommend MD4 - the safe solution to the smoking problem.

Miles Laboratories Ltd, Stoke Court, Stoke Poges, Slough SL2 4LY, England.

For more information on this new stop smoking method, contact your local chemist.



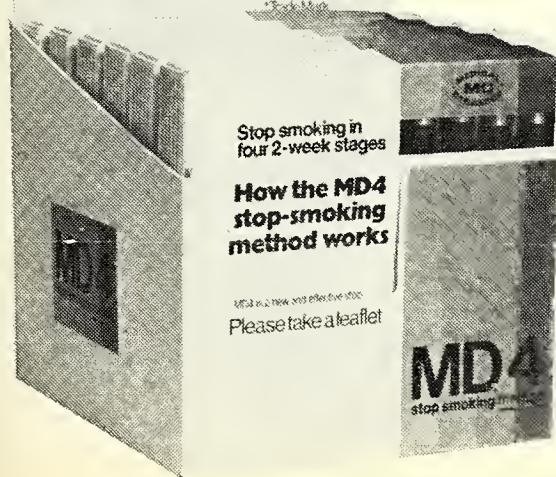
Consumer Press

Medical Press

MD4

The new scientific and progressive stop smoking method.

stop smoking without undue side effects



MD4 is a new stop-smoking method from Miles Laboratories with a potential market of 20 million smokers and a promotion budget of £300,000, which makes it the first ever anti-smoking product to be so heavily promoted.

MD4 is now a money spinner in the US and on the Continent, and here it has already been well received by the major chemist outlets.

Because it is not a drug, you can safely recommend MD4 to all your customers. It consists of a series of scientifically designed filters. An eight week course retails at £4.95 and provides a progressive reduction of tar, nicotine and carbon monoxide intake and is designed to minimise unpleasant withdrawal symptoms, usually associated with giving up cigarettes.

The launch period is now under way with intensive consumer advertising in Readers Digest, The Sunday Times and Observer Colour Magazines, Woman, Sunday Express, Daily Mail, TV Times, Evening Standard and Medical advertising in General Practitioner, World Medicine, British Journal of Hospital Medicine and Irish Medical Times. In addition, support for the product will be sustained through mailings to the medical profession, PR programmes for consumer and medical press.

Make sure you take full advantage of the MD4 point-of-sale material. Six packs are supplied in a display outer with leaflets. Counter cards and till stickers with leaflets are available from Miles. To reorder MD4 contact your usual wholesaler.

Miles Laboratories Ltd Stoke Court, Stoke Poges, Slough S42 4LY



Choosing Recital

Every year, more and more women decide to colour their hair.

It may be a sign of a more colourful outlook on life. Or the sight of that first grey strand.

But whatever the reason, there's only one natural thing to do.

Choose one of Recital's 14 shades to help them safely through.



It's understandable. Recital is the only leading colourant to include a gentle conditioning shampoo in every pack.

No other does more to add new life to a woman's hair. New colour to her life.

Years of experience have made Recital the most trusted name in the business.

Try us on your customers and you'll trust us too. It's only natural.

Recital
L'OREAL

is second nature.



Beatson Glass one of the great protectors



Wherever drugs and medicines are dispensed
Beatson glass containers keep them safe and ready to hand.

Beatson Clark have been making glass
for two centuries and today serve the pharmaceutical world
with most types of medicinal glass containers.

Ask your wholesaler.

 **Beatson Clark**

Beatson, Clark & Co. Ltd.,
Rotherham, South Yorkshire, S60 2AA
Telephone: 0709 79141 Telex: 54329

Management education in retail pharmacy

Management education in retail pharmacy was the theme discussed at the third session of the conference on April 11. The papers were read by Mr A. L. Solomons, director, Savory & Moore Ltd, Mr G. J. White, marketing director, Unichem Ltd, and Mr I. R. Campbell, marketing manager, Menley & James Laboratories.

Mr Solomons said that as retail pharmacy provided a local service to local communities there were many small units throughout the country. Because of the salaries involved, the pharmacist was usually the manager so the profession needed a "great number of efficient managers". The philosophies and practices of different multiples and private chemists varied. Nevertheless there were basic factors common to all and it was in those areas where co-ordinated training should exist. Elaborating on this Mr Solomons added: "It is time that those responsible for our education looked at the employment analysis figures and accepted that two-thirds of those on the Register are engaged in retail. It is time that our governing body made a positive attempt to improve education for retail practice, by means of an altered syllabus that pays more than lip service to the needs of the majority. That this Institute finds it necessary to hold a conference on the theme of management education is a reflection on the Pharmaceutical Society. Marketing and economics cover as many important points for pharmaceutical practice existing in real life situations as any other part of the syllabus, and the hospital and industrial pharmacists need a commercial knowledge as much as the retailer. The first step towards co-ordinating training resources should be in the basic education of the student."

Cost of training

It must be accepted that training is time consuming and expensive, particularly in the case of pharmacists. Pre-registration

students' salaries were high, and most employers were unable to undertake that commitment lightly and must consider it as an investment in the future. Apart from the actual salary, there was the trainer's time and the cost of any assistance he needed. Training a pre-registration student, for instance, cost over £3,000 a year, he said.

In describing some of the available facilities for "off-job" training, Mr Solomons said there were many aspects of management common to all types of retail business, and it was in those areas that planned courses, bringing together delegates from various firms, could be of great value—not only because of the subject that was covered, but in the contact and exchange of ideas between people from various retail organisations. A few years ago a group of multiples based in London used the Distributive Industry Training Board as catalyst and came together to organise the Multiple Retail Pharmacy Training Group, which now provides a number of courses.

Lack of education

Mr White explained that he was speaking, not as a practising retailer, but as an objective observer of what went on in the retail field from the wholesale angle. "At our many customer get-togethers, we not only hear at first-hand, a broad spectrum of the retailer's business problems, but also get many pleas for help, which we respond to wherever possible. The comments which are made to us give me a strong impression that in the commercial field of retail management as distinct from the professional, there is a marked lack of education for the young man entering retail business."

The newly qualified who did his postgraduate year with a financially well-orientated employer was extremely fortunate and started his business career with an inbuilt advantage. His not-so-fortunate

colleague, whose post-graduate year was a virtual financial void, might struggle through as a manager, but would be "floundering when he achieves proprietorship, unless he takes drastic steps to fill his own gaps in knowledge and experience."

From the commercial point of view the first essential on the curriculum was a working knowledge of business accounting and an appreciation of the importance of financial principles. The extent of knowledge required was rudimentary and could be achieved quickly and cheaply by evening study at a technical college or by a correspondence course.

Quite apart from ensuring that the pharmacy is able to develop on a sound basis, cash flow projections are an absolute essential when the bank manager has to be approached for extra finance for re-fitting the pharmacy or for acquiring an extra business, he added.

Apart from the financial requirements, a comprehensive syllabus must also include such topics as marketing, in its broadest sense, and staff training.

Unichem's general sales manager, Mr J. Speller, briefly explained the stock control procedure which their organisation had developed.

Complacent

Mr I. R. Campbell, marketing manager, Menley & James Laboratories, the third speaker at the session, said it was too easy to become complacent. "How often do people make such remarks as 'I've been doing things this way for 20 years' or 'we make a living'?" he added.

Management education should be a way of life looking for and being prepared to accept new ideas. Retail pharmacists could help manufacturers in the area of product innovation based on their first-hand knowledge of consumers' needs. Manufacturers could help retail pharmacists in effective merchandising material to increase sales.

In a reference to the competition which the retail pharmacist now faced from other retail organisations and non-traditional forms of distribution Mr Campbell pointed out that the independent retail pharmacy accounts for less than *half* the sales volume of proprietary medicinal markets and in some cosmetic and toiletry markets, less than *one-third*. "You as independent retail pharmacists, are not getting your share of the over-the-counter business."

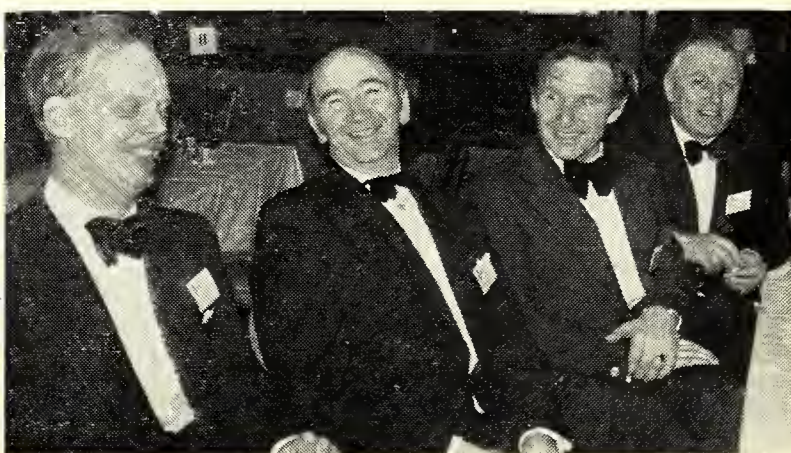
Part of the reason was that the manage-

Continued on p600

From Ghana's Institute of Pharmacy Management, Victor K. Aidoo, J. Pearce-Biney and John Odametey, with J. Khan, Tanzania



From Northern Ireland, V. Corrie, J. White, T. Eakin (president, Pharmaceutical Society of Northern Ireland) and G. Dennison at the banquet



Institute conference

Management in retail

Continued from p599

ment training and business methodology of their competitors was better organised. "If you, as retail pharmacists, are to compete more effectively, you must have the knowledge", he added.

Mr Campbell agreed with the introduction in the conference brochure which stated that there was a substantial demand for management education and, therefore, many organisations had accepted the challenge of providing courses. However, each organisation was working on the basis of independent criteria. "Unco-ordinated and wasteful use of resources cannot help but prevail unless we co-operate."

The speaker believed that co-operation in the general area of management education could best be achieved through the trade associations led by the Institute.

"There are various ways in which manufacturers could help. The most obvious is financial. Another is the provision of wide practical experience in areas such as store layout and point of sale merchandising, or in methods of stock control and financial planning.

"Should management education be part of the syllabus for undergraduate pharmacist training or postgraduate? The ideal answer, I suppose, is both. In the postgraduate area should there be correspondence courses, short seminars or longer, perhaps residential, refresher courses? The ideal answer, I suppose, is all three. Where does the money come from to finance these schemes? As I intimated, I think you will find willing sponsors in many manufacturers, but I think you will also have to make some *direct* financial contributions yourselves.

"Menley and James have had some experience in the field of pharmacist education, in the USA. We are supporting a correspondence course in pharmacy management operational procedures, planning and development. The course material has been prepared by the University of Tennessee and covers such subjects as: selecting the best location for a pharmacy; pharmacy layout; capital requirements; accounting systems; budgeting for profits; personnel management; advertising and merchandising principles, and stock control. I understand the course has been well received by American pharmacists who have been prepared to make a small contribution (about £20 each) towards the costs".

Discussion

Introducing the discussion on the three papers, Mr S. G. Davison, Mansfield, member of Council, said many pharmacists saw pharmacy as they would like it to be, not as it was. It was no use closing one's eyes to the growth of the multiples' share of business. That was why scores were

closing: It therefore remained to establish the following:

- ☐ That pharmacists *want* to change the situation for the better.
- ☐ That the situation *can* be changed.
- ☐ What skills need to be imparted to pharmacists at various levels in retail, including pregraduate training.
- ☐ How these skills can be imparted again at various levels.

"The vast majority of management training should be done at undergraduate level and for those already past this stage then correspondence courses backed up by a one-week intensive residential course. The latter can be no substitute, however for an intensive management course in the final university year," he concluded.

Mr A. E. Mills, Bath, said his school of pharmacy had not the time to offer a syllabus such as Mr Davison had outlined and suggested there were "plenty of other institutions to deal with the application of ideas and theories. The Institute might make an analysis of the different organisations that exist and indicate what type each institute could do best."

Mr W. P. Mallinson, Sheffield, was of the opinion that the academics were not the experts so far as retail management was concerned. "They have a part to play providing a basic training. We must train our own people."

Co-ordinating the resources

Mr G. Calder, deputy chief pharmacist, Department of Health said that the Department had a responsibility to provide administrative and management training for its employees. It also had a responsibility to provide the resources which would enable the profession to provide training



Mr T. Saul, Vestric Ltd, winner of the Institute's golf trophy, receives a cup from Professor Rowson (right)

for contractors and their employee for such management training as had a direct bearing on the NHS contract.

The hospital pharmacist was increasingly involved in policy-making for the NHS and less involved in direct management of a pharmacy unit as he climbed the administrative ladder. "Change and re-organisation has occurred so quickly that we are only now beginning to try to match management training to the requirements of the new situation," said Mr Calder.

Mr Calder, who was addressing the final session of the conference, said many training needs could be met at the operational level or in the job situation. But there were other training needs which could not always be met in that way. "The stimulus which comes from studying afresh for a short time the problems and difficulties of a job without the day to day pressures of it and with others having

SH:TA16

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similar interests enables a manager to return refreshed to the job situation often with a fresh appraisal of it. It is for these reasons that correspondence courses which do not involve a period of communal learning, are of limited value. Open University type courses are however worth investigating."

There were about 1,900 hospital pharmacists of which only a few were at the "top of the pyramid." In practice that meant courses on a wide scale became less viable. It was therefore important to think in terms of national, inter-regional or regional provision. Next month it was hoped that the new NHS Training and Studies Centre, Harrogate, would open.

A characteristic of the new health service organisation was that inter-professional relationships and communication were developing. The conclusion was that multi- or inter-disciplinary training was required. Multi-disciplinary involvement might point to a need for development of modules in middle management courses. "The desirable modular nature of, for example, middle management courses opens the way for Open University type courses. Ideally such courses at this level should have the theory undertaken by correspondence, but allow a period of multi-disciplinary residential participation time to be included.

Mr K. C. Lawrence, director of training, Distributive Industry Training Board, (DITB) explained that one of the Board's functions was to try and match theory with experience and use the theory and practice in a way that consolidates it. The Board's thinking was to seek principles and skills which were common across the whole distributive industry and generally

across the whole of industry. Three principles were defined, namely, decision making, decision communication and non management.

Within the distributive industry there were the "sector skills"—stock and stock control, sales promotion and layout, marketing and sales forecasting, etc. Each sector had its own particular skill. To deal with this the Board came up with what they called the "modular approach", which he described as a self contained unit of training including theory (principle), practice and experience, each part linked to company practice. All subjects could be dealt with in this way in three days.

Failure to learn from past

During the discussion on his two papers Mr E. A. Jensen, thought it was a failure on the part of retail pharmacists that they had failed to learn from the experience of other traders in the past. Mr S. Durham said chemist contractors by virtue of increased productivity had been "rewarded" by the Government in the past "by cuts in the rate for the job."

Mr W. P. Mallinson, Sheffield, criticised the DITB grant policy. It was, he suggested, for the big companies outside pharmacy where the entrant became the manager. Grants were now being paid for metrication training, but pharmacy had years ago to do this for their staff and there was no financial help provided.

Mr Lawrence explained the present grant scheme. There were about 15 schemes of which metrication was one. He thought DITB would be moving away from that system to concentrate on the training award system where the successful recipients would have no levy to pay.

Courses too scientific?

"Unless some introduction to administration and management studies is given during the undergraduate programme, educators are in danger of providing a highly scientifically orientated graduate who then has to be retrained to utilise his skills in a practical environment", said Dr I. F. Jones, chairman, Institute of Pharmacy Management International. Dr Jones was presenting a paper prepared jointly by himself and Dr T. G. Booth.

To give priority to pharmaceutical sciences, continued Dr Jones, was a correct attitude but there was a need to blend in some knowledge of the reality of working and social environment so that the pharmacist's skills could be utilised fully. At present there was no recognised formal training in practice and managerial matters in which all pre-registration graduates must take part. The sandwich-style pharmacy degree course, as at Bradford, he suggested, could perhaps provide an answer. The paper then outlined a syllabus currently in use at that school as a guide for discussion by members.

"The theoretical and practical implications of dispensing a prescription can be discussed in terms of the pharmaceuticals, pharmaceutical chemistry, pharmacognosy, biopharmacy and pharmacology involved, quite compatibly with a simultaneous consideration of the NHS in general, the NHS contract, pharmacy law and the socio-economics of health care provision."

In the authors' view pharmacists knew a lot about drugs but not about people. That was a point shared by US colleagues and had Professor Shafford been able to be present he would have outlined a report commissioned by the American colleges of pharmacy and published this year. It was worth close attention for its relevance in the UK. That report concluded, among other things, there was a great lack of training facilities in behavioural and social sciences. Where they existed they did not deal with the subject in any depth even in those universities with a full offering of those disciplines.

Registration priority

During the discussion Mr J. H. Fogg, Colwyn Bay, said the educators were there to get the student's name on the register. Most schools must be constrained by this.

Mr E. A. Jensen, Brighton, suggested that there was no incompatibility between the objective to get on the register and acquiring knowledge of management. "Management is not just part of business life but of life as a whole."

Mr C. B. Hammond, Bishops Stortford, thought that a balance must be established between a too basic and too-specialised course. The sandwich courses at Bradford seemed a good idea, he thought.

Mrs E. Lucas-Smith, London, and Mr Mervyn Madge, Plymouth, were in favour of a graduate course in discussion studies rather than its inclusion in the post-graduate year. Reports of the conference were also published last week (p571).

SH:TA136

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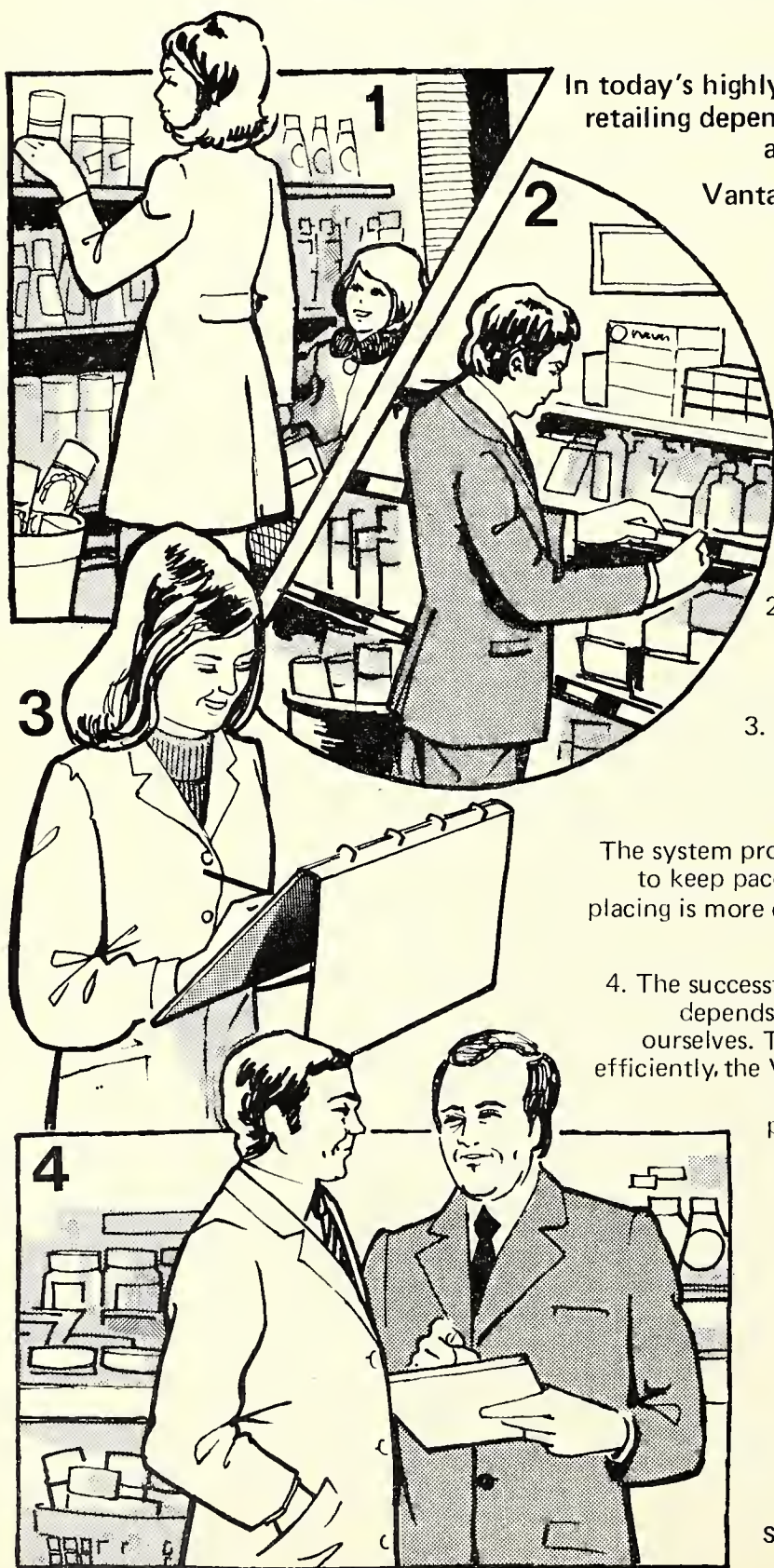
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Aidan O'Shea

Irish Union's

new president

Mr Aidan O'Shea was unanimously elected president of the Irish Pharmaceutical Union last week. The union's new vice-president is Mr A. J. Coleman, Dublin, and the new treasurer Mr G. O'Neill, who is a community employee pharmacist from Dublin. Mr O'Shea, who is to hold office for two years, has his own pharmacy in Cork.

In a statement issued after his election, Mr O'Shea outlined the Union's priorities for the months ahead, and called on the Irish Department of Industry and Commerce to investigate the cost, in Ireland compared to other EEC countries, of prescription medicines produced by multinational companies. The manufacturers' cost of major prescription drugs sold in Ireland is fixed by other countries, particularly Switzerland, West Germany, the USA and the UK, he claimed, with the result that there are different prices for the same drug in different EEC countries. Manufacturers seemed to be fixing higher basic costs for Ireland than other countries, he continued, giving the UK as an example of where such costs were considerably lower than in the Republic.

Turning to the demise of pharmacy services, particularly in the west and south-west, Mr O'Shea emphasised that the control of distribution of community pharmacy premises should be regulated by geographic planning regulations which could be enforced jointly by the Department of Health and the union.

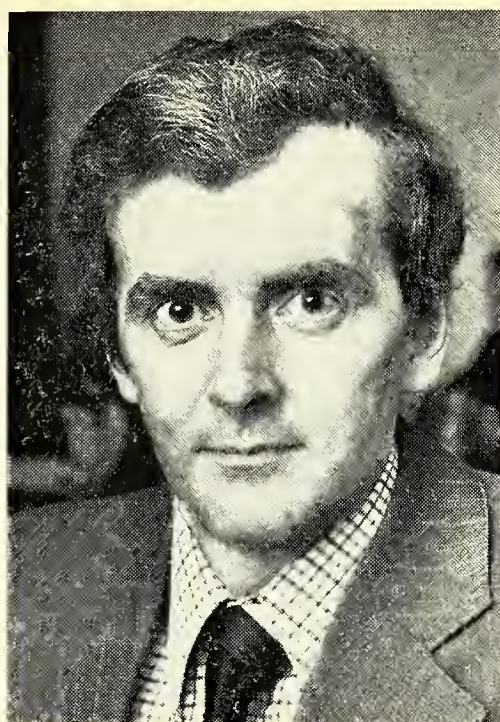
More 'script-only' preparations in Ireland from May 1

More preparations are to be restricted to prescription-only sale in Ireland under regulations published this month.

The Medical Preparations (Control of Sale) (Amendment) Regulations 1976 (Government Publications Sale Office, GPO Arcade, Dublin 1, SI No 82, 3p), which come into force on May 1, extend the list of preparations contained in Part B of the First Schedule to the Medical Preparations (Control of Sale) Regulations 1966—ie preparations which may be sold only on prescription, but where the prescription may be dispensed on more than one occasion. The principal preparations being added are all corticosteroid preparations for external use, including lotions, creams, ointments and powders; bronchospasm relaxants in aerosol dispensers; certain hypnotics based on chloral; diphenoxylate; loperamide; pentazocine; and phenacetin preparations.

The full list of Part B additions is as follows:

Adrenaline; its salts; when contained in aerosol dispensers.



Referring to the role of Regional Health Boards, Mr O'Shea said they should appoint regional pharmacists to ensure professional involvement in the areas of drug purchasing and drug security in hospitals, supervision of community pharmacies within the regions, involvement in an advisory role in the undergraduate education of nurses and doctors and in the area of liaison with directors of community health care. The health care programme, at present being developed, should emphasise the advisory role of the pharmacist in self-medication and an awareness by the public of the correct use of prescription drugs and medicines, he added.

Concluding, he called on the Government to expedite the commencement of the four-year University course for pharmacy, promised by the Minister for Health last October, in order to ensure freedom of exchange between Irish pharmacists and those in other EEC countries; and an expansion of the pharmaceutical industry to provide career structures for Irish graduated pharmacists.

Dichloralphenazone.

Diphenoxylate; its salts; in preparations containing, per dosage unit, not more than 2.5 mg of diphenoxylate calculated as base and a quantity of atropine sulphate equivalent to at least one per cent of the dose of diphenoxylate.

Isoprenaline; its salts; when contained in aerosol dispensers.

Loperamide; its salts.

Orciprenaline; its salts; when contained in aerosol dispensers.

Pentazocine; its salts.

Phenacetin.

Rimiterol; its salts; when contained in aerosol dispensers.

Salbutamol; its salts; when contained in aerosol dispensers.

Steroid compounds with adrenocortical or androgenic or oestrogenic or progestational activity; their esters; when contained in preparations intended solely for external use.

Terbutaline; its salts; when contained in aerosol dispensers.

Triclofos sodium.

Letters

Extemporaneous dispensing

Your correspondent writing about the difficulties the public have in getting prescriptions dispensed extemporaneously (C&D April 17), sees the matter in terms of "black and white". He also gives his letter an unnecessary slant in signing himself "Multiple manager", when this is irrelevant.

While it is true that many pharmacies are reluctant to handle such prescriptions, there are many reasons for this. Owing to the wish of the DHSS to use public money as carefully as possible, there are disincentives to stocking galenicals that may be used very rarely. The patients involved may not have been patient enough to wait for the items to be prepared at the first few pharmacies they tried, or they were unwilling to allow the pharmacy time to procure the items involved. These were at one time considered part of the viable "stock-in-trade" of a pharmacy, but are now frequently rejected by stocktakers, both on the basis of value and efficacy.

Of course there are some pharmacists whose attitudes support the view of "Multiple manager", some of them managers of multiple pharmacies, but there are many more who welcome the opportunity to practise their skills on prescriptions such as are described, given a little understanding by the public, and the DHSS.

R. Jackson
London WC1

Red for danger

I fail to see why a medium shade crimson coloured bottle cannot be produced to be used for *all* dangerous preparations, and ribbed for external use. Even children know red is for danger. W. P. Richards

Newcastle-Under-Lyme

In Step brand share

It was most interesting to read the review on the personal hygiene market in your issue of April 10. However, I am convinced the information that was published does not reflect the true state of the market in chemists and therefore presents an incomplete picture of the situation.

I notice that In Step foot deodorant products were not even mentioned. This I find a little strange as our foot spray commands second position, to the Scholl foot refresher spray, in the market place. What is more, in terms of television advertising expenditure, In Step out-spent all its competitors put together in 1975, and confidently expects to do so in 1976. As a matter of interest, independent research survey figures for the peak period, May to August 1975, in *chemists* (rather than the market including grocery and direct selling sectors as per your published data) were as follows (per cent): Scholl refresher 18.0, In Step 16.8, Germolene 14.6, Scholl antiperspirant 12.5, Scholl deodorant 9.5, Footguard 7.3, Scholl deodorant dry powder 5.2, Footsy 4.0, Cool Foot 3.4, all others 8.7. P. B. Pannell
Optrex Ltd

Over 2,500 dispensing doctors practising in 1974

The number of dispensing doctors practising in England increased by 66 in 1974, according to figures published last week.

The Health and Personal Social Services Statistics for England 1975 (HM Stationery Office, £3.80) gives 2,512 as the total number of dispensing doctors in 1974, whereas the 1973 total was only 2,446. The largest increase—47—was in the East Midlands where the total went up from 269 to 316; the south east, with 38, and Yorkshire and Humberside with 37, showed the next highest increases while there was a drop of 63 in the rest of the north of England from the 1973 peak of 264 to 201 in 1974.

Proprietaries rise continues

Prescription statistics given in the book show that the total number of prescriptions dispensed in England in 1974 was 274,298,000—an increase of 10,425,000, or 3.95 per cent, over the corresponding figure for 1973. Corresponding figures for Great Britain are 326,019,000 prescriptions in 1974; 313,797,000 in 1973. The total net ingredient cost increased by £33.6m to £204.9m (Great Britain up by £40.2m to £245.8m), and the average total cost of a prescription rose £0.11 to £0.993 (£1.005 in Great Britain). The proportion of prescriptions for proprietary preparations, at 81 per cent in 1974, have risen by about one per cent a year since 1971, and dressings, appliances and hosiery prescriptions accounted for a further 2.5 per cent—a level which has been fairly constant for the past five years.

Preparations acting on the nervous system was yet again the largest single broad group in term of both number of prescriptions (73.8m) and total net ingredient cost (£39.7m), with preparations acting systematically on infections coming second in volume terms (38.2m prescriptions) and third on ingredient costs (£30.8m); the group classified as "preparations acting on the cardiovascular system and diuretics" came third in relation to total number of prescriptions (30.1m), but second on total ingredient costs (£38.5m).

Swing away from barbiturates

Comparison with figures published earlier for 1973 shows that, within the product group acting on the nervous system, the number of prescriptions for tranquillisers in England increased by about 5 per cent (from 19.1m in 1973 to 20.1m); antidepressants by about 8 per cent (7.1m to 7.7m), and antipyretic analgesics by about 7 per cent (16.8m to 18.0m). Comparison also reveals that there is a swing away from the prescribing of barbiturates; although the total number of prescriptions for hypnotics showed only a slight fall from 16.8 to 16.7m, barbiturate prescriptions fell by some 11 per cent

(to 7.9m from 8.8m) while prescriptions for non-barbiturate hypnotics rose 10 per cent to 8.8m from 8.0m.

The number of pharmacies in contract with Family Practitioner Committees in England during 1974 was 9,342, drug stores 45 and appliance contractors 972; this compares with the 1973 figures of 9,534 pharmacies, 37 drug stores and 1,118 appliance contractors in contract with Executive Councils. The number of whole-time equivalents of hospitals pharmacists in 1974 is put at 1,757—an increase of 86—whereas that figure for pharmacy technicians is shown as 1,287—a drop of eleven.

A total of 38 service cases involving the pharmaceutical services were investigated—a drop of over a third compared to 1973—and a breach found in 29 of them—11 less than the previous year. A decision to withhold some remuneration was taken in five of the cases (11 in 1973) of which four were in the £25-£99 range and the other was in the "£100 or over" category. However, reductions were made in two of the cases following representations.

Doctors to get guide on avoiding heart disease

The Department of Health is to send doctors a report on the prevention of coronary heart disease published recently by the Royal College of Physicians. The report, compiled by a joint working party of the college and the British Cardiac Society, says that risk factors such as cigarette smoking, physical inactivity, obesity and high lipid concentrations reflect aspects of social behaviour which should be modified.

Reduce saturated fats

The main recommendations are that the amount of saturated fats in the diet should be reduced and partially substituted by polyunsaturated fats; maintaining a desirable weight is important; every effort should be made to discourage cigarette smoking; treatment of raised blood pressure is justified on the grounds of reducing the risk of stroke but its effect on coronary heart disease risk is not yet established; physical activity should be encouraged at all ages; and that oral contraceptives constitute a negligible risk for women under 40 who have no risk factors, but should be used with caution in women over 40, those with a family history of premature coronary heart disease, and those who smoke more than 20 cigarettes a day or have other health risk factors.

Prevention of coronary heart disease (Royal College of Physicians, 11 St Andrews Place, London NW1 4LE. £0.50).

United States News

Pharmacists not doing what they say they should

There is a major discrepancy between what pharmacists say they should do and what they actually do, according to a book published recently in the United States.

While all groups need goals which are somewhat higher than can be achieved, the difference in pharmacy between ideal and actual performance is large enough to cause concern, write Mickey Smith and David Knapp in the second edition of "Pharmacy, drugs and medical care." Studies have shown that pharmacists have been unable to devise ways to carry out proposed functions successfully in practice, particularly in relation to clinical pharmacy. Functions such as planning and implementing drug therapy, advising physicians on drugs and monitoring patient drug use seem more suited to the institutional or organised health care setting: "Their applicability in the Community may be overestimated".

The solution lies in making better use of what pharmacists already can do, the authors continue. Proper dispensing, appropriate labelling, keeping patient drug records and consultations with patients on how to take medicines could be accomplished without additional formal training.

The authors believe that the lack of an organised practice system in pharmacy— independent community pharmacies had no formal relationships with each other or to other elements of the health care team—made it difficult for innovations to spread or quality services to be maintained. Grouping into chains had led to increased efficiency in drug distribution, particularly regarding costs to patients, but such chains had not provided better professional services. "While this failure could be attributed to the fact that consumers have not deserved such service, it could also stem from the fact that most chains are managed by nonpharmacists. If such ownership and management is not good for chains, what about hospitals?" "Pharmacy, drugs and medical care." Second edition (The Williams & Wilkins Co, Baltimore, Maryland 21202, \$11.50).

Chloroform ban proposal

The US Food and Drug Administration has this month proposed that chloroform be eliminated as an ingredient in human drugs, cosmetics and food packaging because of evidence indicating that it may cause cancer in test animals. Press reports had previously indicated that such a ban was likely for toothpastes (C&D, March 6, p321).

The FDA proposed regulations are based on a report presented to FDA March 1 by the National Cancer Institute. This concluded that chloroform induces liver cancer in mice and renal tumors in male rats. The proposed regulations would prohibit the introduction into interstate commerce of any human drug or cosmetic containing chloroform after July 8, 1976; they would also prohibit its use in the manufacture of food packaging after the same date.

It is generally recognised that there is no suitable treatment for mouth ulcers. Hence, oral ulceration is one of the ailments where customers still frequently ask for the Pharmacist's expert opinion on any new remedy, after the disappointing results with some of the previous treatments.

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Company News

Wellcome Foundation wins Queen's Award for exports

The Wellcome Foundation Ltd, P. Leiner & Sons (Encapsulations) Ltd, Guinness Peat Group Ltd and Rothamsted Experimental Station are among the recipients of the Queen's Award this week. The first three win the award for export achievement, and the latter for technology.

Wellcome's exports over a three year period have more than doubled to £44m with 60 per cent total production exported. The company has markets in all five continents and a special achievement has been the quadrupling of exports to the Middle East and West Africa. The company received an award in 1971 for both technology and export achievement.

P. Leiner (Encapsulations), manufacturers of soft gelatin capsules, increased their exports over a three year period from about £4m to £2½m, representing 70 per cent of total sales. Guinness Peat Group interests include chemicals and pharmaceuticals, and over three years export earnings have increased more than four fold.

The Rothamsted Experimental Station

has gained its award for the development of highly active yet safe insecticides. These compounds are new synthetic compounds related to pyrethrins mainly in use in domestic and industrial environments, but further development is taking place to produce compounds which could be useful in agriculture.

Other winners of the award for export achievement include: BOC Ltd, Fisons Ltd fertiliser division, ICI Ltd Plant Protection division, Munton & Fison Ltd, and Ryvita Co Ltd.

Numark expansion at Macarthy's

Macarthy's Ltd have appointed Mr Eddie Masters sales manager responsible for the Numark side of their business, he will be working in close association with Mr David Savory, director in charge of the company's Numark operation and a director of Independent Chemists Marketing Ltd. Prior to his appointment, Mr Masters managed the Numark depot at Dartford, which will now be run by Mr Bill Hills, who has been running the depot in Manchester since its inception in July 1974. Mr Joe Barrett has been promoted from within the company to manage the Manchester depot.

Macarthy's have also increased their Numark sales force to nine. Four sales executives will work out of Dartford, two from Manchester, two from Cheltenham and one from Norwich.



Mr E. Masters

Appointments

Yardley of London Ltd: Liz Green has been appointed marketing manager for cosmetics. She has been with Unilever for eight years and since 1967 with Coty, latterly as marketing services manager.

Sterling Drug Inc: Mr James D. Houston has been elected to the board of the European division and will have a special responsibility for personnel affairs. Mr Houston is managing director of H.P.L. Management Consultants Ltd.

Westminster report

Finance Bill implements Budget proposals

The bulk of the Finance Bill, published last week, gives effect to the Budget proposals on Customs and Excise duties, VAT, and income, corporation, capital gains and capital transfer taxes (C&D, April 10, p509). In addition, tax inspectors are given special powers to obtain documentary evidence on tax matters from a person's spouse or children, and to enter premises by force if necessary.

Schedule 10 of the Bill describes a system of capital transfer tax-relief for "relevant business property" transferred during lifetime or on death. Subject to certain provisions, the value of the property transferred is treated as reduced by 30 per cent. "Relevant business property" must have been owned by the transferor or replaced other property owned by the transferor for at least two of the preceding five years. Annual exemption for transfers from April 6 is £2,000.

Injuries Bill last stages

The Congenital Disabilities (Civil Liability) Bill has passed the committee stage and

is expected to go through its final stages on April 30. The Bill provides new legislative rights of redress in cases where drug's caused prenatal injury (C&D, January 3 p19).

NI employment protection

Northern Ireland is to be subject to employment protection legislation similar to that already enacted in Great Britain.

Mr Merlyn Rees, Secretary of State for Northern Ireland announced in a written Commons answer last week that he intended to lay before Parliament shortly a draft Industrial Relations Order which would include similar provisions to those in the Employment Protection Act—notably those relating to unfair dismissal, contracts of employment, redundancy pay and procedures for handling redundancies. The Order would also establish a Labour Relations Agency, whose functions would in some respects resemble those of the Conciliation and Arbitration Service. He also intended urgently to promote a second Order to include further measures of employee protection similar to other provisions of the Act.

EEC consumer protection

The Government's priorities for EEC action on consumer protection include measures to help reduce accidents in the home, automatic means of labelling and pricing goods and the exchange of information on the best ways to collect and disseminate price information to consumers. Mr Robert MacLennan, Under Secretary of State, Department of Prices, told

the Commons last week. In reply to a question from Miss Janet Fookes, he added that the Government attached the highest importance to a strengthened role for the Consumer Consultative Committee.

Government measures to help small businesses

The Government has announced three new measures aimed at helping small businesses.

In a written Commons question last week, Mr Gregor MacKenzie, Minister of State, Department of Industry, stated that a pilot counselling service is to be set up this year in one of the regions, with the idea of extending it over the country over the next three years. Under the scheme, retired executives will be retained to discuss problems in depth with the managers of small businesses, with initial discussions being free of charge but any subsequent more detailed counselling would be paid for by the user.

Under the second measure, for two years the Department will support feasibility studies undertaken with a view to establishing inter-firm collaborative arrangements. A sum of £100,000 will be available for financial assistance, limited to half the cost of a survey up to a maximum of £5,000.

Additionally the Department, in association with the Department of Education and the Training Services Agency, will be carrying out a review of the management education needs of small businesses and the facilities available to meet those needs.

Drug jars reach high prices

At Sotheby's sale of European ceramics, held at their Bond Street, London, sale-room recently, lot 115, an attractive Italian albarello height 7½ in "RANCIATA", fetched £600. The drug jar, which was of waisted form, was decorated in manganese, green, yellow, brown and blue.

Other prices were lot 112, a Venetian maiolica syrup jar "Syr. de Hibisco" h 8½ in £250, and lot 119 also Venetian, h 8 in "A. BORAGINIS" a drug bottle,



£800; lot 121, an Italian albarello labelled "Empla de Melilo" on a ground of blue leaf scrolls, h 8½ in £290. Emplastrum de Meliloto was a soft plaster used for dressing blisters.

At Sotheby's sale of continental pottery on March 16, a rare Florentine jar with globular body and a pedestal foot decorated in Valencian style, with bands of blue and ochre florettes (h 10 in) realised the high price of £12,500. Another Italian jar, also without inscription, from Castel Durante and dated 1562, was sold for £1,100. This was elaborately decorated with bands of grotesque ornament on blue, green and yellow grounds (h 13½ in).

A more interesting item was the Faenza syrup jar from the famous Orsini-Colonna series of pharmacy jars of which specimens are to be met in most museums and collections. The jar which is decorated in blue, green, yellow and ochre with a panel containing portraits of a man and a woman facing each other with a dragon's head spout between, the spout being connected by a link with the neck. The inscription, which is in Bothic characters, is "Oleum de Capparib." This is the infused oil of capers. The date of the syrup jar is about 1525-30. It sold for £4,000. The sale was well attended by many buyers from the Continent.

Coming events

Tuesday, April 27

Teesside Branch, Pharmaceutical Society, Residents' lounge, Marton Country Club, at 7.45 pm. Annual meeting.

Barnet Branch, Pharmaceutical Society, Avenue House, East End Road, London N3, at 7.30 pm. Annual meeting. Dr E. Gardner (consultant anaesthetist, Barnet General Hospital), on "Resuscitation".

Cardiff Branch, Pharmaceutical Society, Park Hotel, Cardiff, at 8 pm. Annual meeting.

Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre, Royal Infirmary, Leicester, at 8 pm. Annual meeting.

Liverpool Branch, Pharmaceutical Society, Adelphi Hotel, at 7.45 pm. Annual meeting.

North Staffordshire Branch, Pharmaceutical Society, Medical Institute, Hartshill, at 7.45 pm. Branch meeting.

Nottingham Branch, Pharmaceutical Society, Postgraduate medical centre, City Hospital, at 7.30 pm. Annual meeting.

West Middlesex Branch, Pharmaceutical Society, Questors Theatre, Mattock Lane, London W5, at 8 pm. Annual meeting.

Wednesday, April 28

Brighton and Hove Branch, Pharmaceutical Society, Langfords Hotel, Third Avenue, Hove, at 8 pm. Annual meeting.

Sheffield Branch, Pharmaceutical Society, Royal Victoria Hotel, Sheffield, at 8 pm. Annual meeting.

West Metropolitan Branch, Pharmaceutical Society, Great Western Royal Hotel, Paddington Station, London W2, at 7.15 pm. Mr K. A. Lees on "Topical steroids in dermatology".

Thursday, April 29

Thames Valley Pharmacists' Association, Winthrop House, Surbiton, at 8 pm. Dr M. W. Annear on "Dreams and psychopathology".

Friday, April 30

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Annual meeting.

History of Medicine Section, Royal Society of Medicine. Annual dinner at the Society's House, and Sir Lionel Denny on "The early history of the hospitals of the City of London". May 5. Tickets £5. Visit to Royal Buckinghamshire Hospital, Aylesbury, and Claydon House. Paper by Mr K. W. Clarke on Florence Nightingale. June 5. Tickets £3.50. Details from the Society's sections officer, 1 Wimpole Street, London W1M 8AE.

Market News

Ether prices up

London, April 21: In a week when business was curtailed by the holidays there were necessarily fewer price movements than usual in the essential oils and crude drugs markets. However, among pharmaceutical chemicals, both the anaesthetic and solvent grades of ether were sharply advanced—for example, 130 kg drums of solvent are up by £108 a metric ton from April 20. Elsewhere in the same market sector, phenylephrine hydrochloride is dearer and so are new contracts for aspirin and methyl salicylate. Paracetamol remained steady at previous levels but there are indications of an adjustment in the near future as a result of continuing increases in raw materials costs. Meanwhile, against the trend, salicylic acid has fallen.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots, £0.64½ kg.
Ascorbic acid: (Per kg) £7.95; 5-kg £6.88; 25-kg £5.23; sodium ascorbate, plus 7p; silicone-coated, (per kg) £8.14; 5-kg £7.06; 25-kg £5.45.
Aspirin: 10-ton lots £1.06 kg; 1-ton £1.12.
Calciferol: (Per kg) £41.90; 5-kg £40.90.
Calcium pantothenate: £6.10 kg.
Carotene: Suspension 20 per cent £30.50 kg.
Cyanocobalamin: £2.50 per g.
Dexpantenol: (Per kg) £13.15; 5-kg £12.10.
Ether: Anaesthetic, BP 2-litre bottles £2.46 each; drums from £1.28 kg in 16-kg drums to £1.16 kg in 130-kg. Solvent, BP from £916 metric ton in 16-kg drums to £820 in 130-kg.
Hydroxocobalamin: £5.00 per g.
Methyl salicylate: £0.83 kg for 5-ton lots; £0.87 for 1-ton.
Nicotinamide: £4.35 kg; 50-kg lots £2.80 kg.
Nicotinic acid: £2.80 kg (50-kg lots).
Paracetamol: (Per kg) 50-ton contracts from £2.41; 10-ton £2.57; 1-ton £2.70. Premiums for direct compression £0.13 kg.
Phenylephrine hydrochloride: £62-£70 kg as to quantity.
Pyridoxine: (Per kg) £20.95; 5-kg £19.90; 25-kg £19.30.
Riboflavin: (Per kg) £24.20; 5-kg lots £23.10; 25-kg £22.40.
Salicylic acid: 5 ton lots £0.86 kg; 1 ton £0.87 kg.
Sodium pantothenate: (per kg) £13.75; 5-kg £12.70.
Thiamine hydrochloride: Per kg £12.00; 5-kg £11.00; 25-kg £10.50.
Tocopheryl acetate: DL alpha (per kg), £14.45; 5-kg £13.45. Dry 25 per cent (per kg) £12.85; 5-kg £11.85; 25-kg £11.40.
Vitamin A: Acetate powder, (per kg) £11.90; 5-kg £10.85. Palmitate oil 1 miu (Per kg) £12.05; 5-kg £10.95.
Vitamin D2: See calciferol.
Vitamin E: See tocopheryl acetate.

Crude drugs

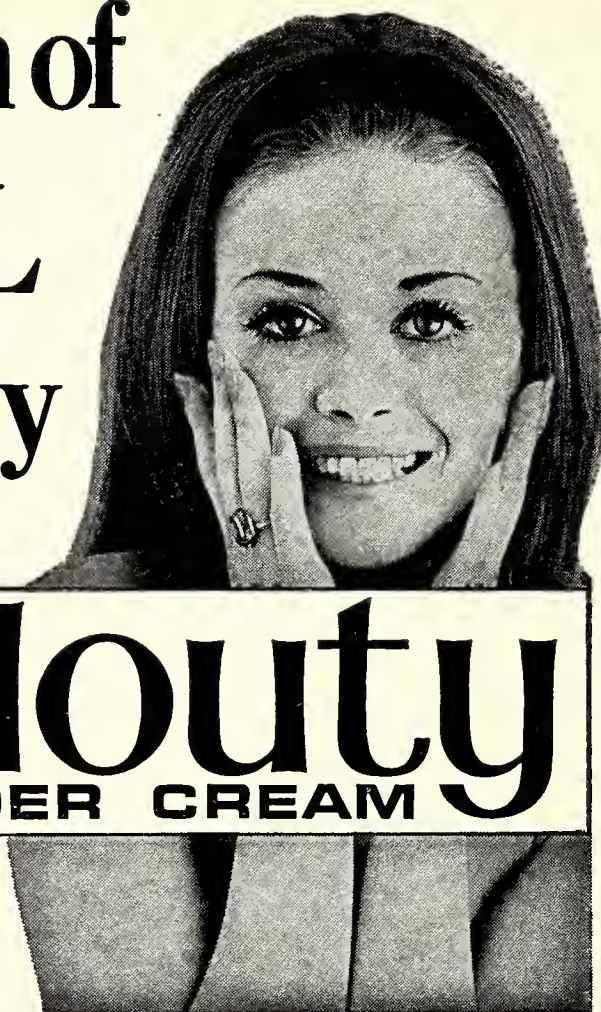
Aloes: Cape £0.98 kg spot; £0.96, cif. Curacao £1.40 spot nominal; no shipment offers.
Balsams: (kg) Canada £13.20 spot; £13.00, cif for shipment. **Copaiba:** BPC £1.55 spot; £1.50, cif. **Peru:** £4.05 spot; £3.70, cif. **Tolu:** £3.15 spot.
Cascara: £790 metric ton spot; £630, cif.
Gentian: Root £1.45 kg spot; £1.42, cif.
Ipecacuanha: (kg) Costa Rica £3.98 spot; £3.85, cif.
Pepper: (ton) Sarawak black £940 spot; £850, cif; white £1,100; shipment £1,050 cif.
Senega: Canadian £10.50 kg spot; £10.20, cif.
Tonquin beans: Spot £0.98 kg; shipment £0.88 cif (Angostura type).
Witchhazel leaves: Spot £2.45 kg; £2.55, cif.

Essential oils

Cedarwood: Chinese £1.00 kg spot and cif.
Eucalyptus: Chinese 80-85 per cent £1.65 kg spot; £1.55, cif. Spanish/Portuguese £1.80 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

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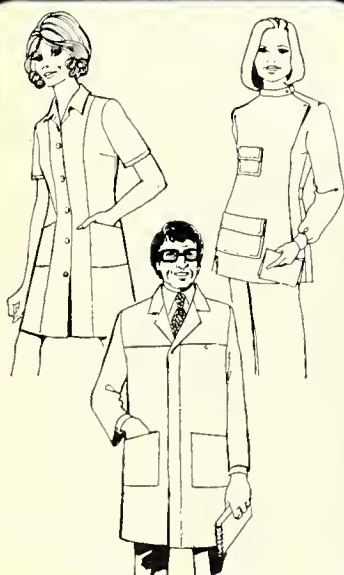
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